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Cidewalk Integrates with Constant Contact to Help Small Business's Grow Their Email List

Southborough, MA – 11/2/15 – Cidewalk: Instant. Local. Mobile. Ads. today announced they have integrated with [Constant Contact®, Inc.](#) (NASDAQ: CTCT) as a [technology partner](#). The resulting integration will help small business owners promote their business locally, generate email leads, and integrate these leads directly into their Constant Contact email system. It will be featured in Constant Contact's [MarketPlace](#), an online app store that connects small businesses with tools and services that enable them to work faster and make smarter marketing and business decisions.

"We're very excited to be announcing this integration," said, Venkat Kolluri, CEO of Cidewalk. "Business owners will now be able to seamlessly grow their email list using Cidewalk and nurture leads using Constant Contact. This partnership was just a natural fit that will benefit small business owners across the country."

Through Cidewalk's patent-pending technology, small business owners can generate email leads via mobile advertisements. These new email leads can then be incorporated into Constant Contact workflows, added to prospect lists, and allow small business owners to share special events and coupons.

[Cidewalk is currently offering a free 7 day trial](#) which will allow customers to try out the product before fully committing. In addition to Constant Contact's Marketplace, Interested customers can visit www.cidewalk.com to learn more about how Cidewalk targets locally, where their ads will be shown, and pricing details.

"When companies integrate with Constant Contact through our open API, they help us arm our small business customers with all the tools they need to be successful. We're joining forces with other products and services that small businesses already use—everything from CRMs and payment processors to tools for content creation and list growth," said Will Yapp, vice president, business development, Constant Contact. "Cidewalk's integration aligns perfectly with this goal. We look forward to working together to help drive small business success."

About Cidewalk

Headquartered in Southborough, MA, Cidewalk connects small business owners with local customers and grows their email lists through the power of mobile marketing. This allows small business owners the opportunity to promote their business in their local town and nurture email leads.

About Constant Contact®, Inc.

Constant Contact introduced the first email marketing tool for small businesses, nonprofits, and associations in 1998. Today, the company helps more than 650,000 customers worldwide find marketing success through the only all-in-one online marketing platform for small organizations.

Anchored by our world-class email marketing tool, Constant Contact helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company’s extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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Media Contact:

Andrew W. Smith
Sidewalk
Asmith@chitika.com
